

Business mogul tells graduands that creativity will help them secure lucrative jobs

Graduates tipped on innovation

By Conan Businge

Patrick Bitature, a business mogul, says entrepreneurship is about having control over one's destiny. The only way to control your destiny is to create it.

Bitature made the recommendation as a guest speaker during the 10th graduation ceremony at ISBAT University, last week. He told the students, "The world is not going to offer you anything on a silver platter. You have to be smart," to weave their way to success.

He was flanked by higher education state minister John Chrysostom Muyingo, who had represented the Prime Minister, Dr Ruhakana Rugunda, as the chief guest.

Bitature also noted that although the country and region is endowed with so much, "It will require the graduates to be creative and committed to break through."

Many graduated

A number of students graduated with certificates, diplomas and degrees in different courses.

Bitature advised the graduates to network and make more contacts for professional and social reasons. "Think about this in relation to how you can add value to your team or organisation and how you can contribute your particular expertise," he noted.

The country is already doing well on entrepreneurship, an aspect Bitature says new graduates should capitalise on.

Two years ago, Uganda was ranked the world's most entrepreneurial country by



Bitature, ISBAT University chancellor Fred Omach and Muyingo during the graduation ceremony in Kampala recently. Photo by Abou Kisige

the Global Entrepreneurship Monitor (GEM). The data shows that 28% of adults own or co-own a new business.

What studies show

However, other studies show that half of them collapse before their first birthday.

While almost 10% of Ugandans started a business last year, a fifth of individuals aged 18-64 have also thrown in towel in the past year, the

GEM report found.

"Ugandans are opportunists, but at times not honest in business," said Daniel Joloba, a programme manager at Enterprise Uganda, a public-private body that supports small and medium enterprises (SMEs). "However, the challenge is that they are not committed and enough to keep their business afloat."

Meanwhile, Dr Muyingo, in his address, noted that the

Government is committed to transforming the country into a knowledge-based economy, where creation, adaptation and use of knowledge are envisaged to be critical factors for economic growth and development.

"Universities play a vital role in the generation of knowledge. A concerted effort has been put in place to enhance research and innovation in the country," Muyingo added.

Collaborations good

Minister Muyingo also paid tribute to the university's collaborations and linkages with a number of foreign universities. "This is tremendous as the students can get global recognition for their degrees from Uganda at affordable rates," he noted.

He explained that the university's initiatives in accreditation with Association to Advance Collegiate School

BITATURE'S ADVICE

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of Business and International Assembly for Collegiate Business Education highlight their determination to uphold quality and standards in education to world standards.

Innovation

He added: "Even as the university undertakes research, it should be charting out a bigger direction for innovation and knowledge transfer through incubation centres."

"The university's Centre for Continuous Employability and Research should be at the forefront as a critical link for end users, providing opportunity for applications to solve societal problems through extension and other outreach activities," the minister added.

Call on ethics

He also asked graduands to uphold the ethical values they had acquired as they endeavour to serve the country, with a lot of diligence.

"You should also make use of the Information Technology, business and entrepreneurship skills to establish enterprises and may you be good ambassadors of this university."